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EXTENSION SERVICE
Review

JULY 1961

Teaching Better Use
of Donated Foods
page 139



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EXTENSION SERVICE *Review*

Official monthly publication of
Cooperative Extension Service;
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and State Land-Grant Colleges
and Universities cooperating.

The Extension Service Review is for Extension educators—in County, State and Federal Extension agencies—who work directly or indirectly to help people learn how to use the newest findings in agriculture and home economics research to bring about a more abundant life for themselves and their community.

The Review offers the Extension worker, in his role of educational leader, professional guideposts, new routes, and tools for speedier, more successful endeavor. Through this exchange of methods, tried and found successful by Extension agents, the Review serves as a source of ideas and useful information on how to reach people and thus help them utilize more fully their own resources, to farm more efficiently, and to make the home and community a better place to live.

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Division Director: *Elmer B. Winner*

Editor: *Edward H. Roche*

Assistant Editor: *Doris A. Walter*

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EAR TO THE GROUND

Seeing is believing they say. And we in Extension should know it's true.

Ever since the first demonstration plot, extension workers have been proving their point with examples. Adults and 4-H'ers alike respond to demonstrations and examples.

One of Extension's big jobs today is being carried out successfully with demonstrations. The program for distributing foods to needy people has stirred extension workers around the country to demonstrate ways these foods can be used.

These donated foods might as well be tossed in Boston harbor or some handier place if people don't know how to use them. Some agents in West Virginia (where our cover picture was taken) have reported that at one time folks didn't know powdered skim milk was good for humans. The donated milk was going to waste because recipients didn't know what to do with it.

West Virginia agents told me while I visited there recently that they are getting around this problem by setting up demonstrations using the donated foods at distribution centers.

The demonstrations are sometimes handled by home agents, more often by farm women club members. Marion County Home Agent Mar-

garet Rexroad trained leaders from welfare and charity groups to demonstrate commodity uses.

Demonstrations on the scene attract much attention and interest. Monongalia County Home Agent Katherine Stump reported that sample cookies are a great hit. Other agents agreed that offering samples and recipes seems to convince people the products are good and useful.

Our lead story this month tells about Vermont's approach to this distribution of donated foods. In the Green Mountain State, too, people were not familiar with ways to use the products.

Extension reacted with a special effort to explain the donated foods program and use of the commodities. While another State agency handled distribution, Extension kicked off a radio, TV, newspaper campaign to inform the public. And they prepared a special leaflet of recipes and information on the nutritional value of the commodities.

Extension has been involved in the food distribution program to various degrees in each of the other States taking part. These are just a few examples of what is being done.—DAW

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Growth Through Agricultural Progress

teaching better use of Donated Foods

by MRS. KARIN KRISTIANSSON,
TV Editor, Vermont

CORN mush! Why, I haven't had it since I was a child. I wish my wife knew how to cook it."

Jerry, our TV cameraman, looked with hungry appreciation at the fried mush, sizzling in a pan. The corn dish was a prop for one of our TV shows aimed at helping homemakers make better use of donated foods for needy people.

Jerry put into words what we already knew was a problem. Many Vermont homemakers knew little about some of these foods nor how they could use them to full advantage.

In March this year, we found out that over 12,000 people in Vermont were receiving the commodities. Little or nothing had been done to educate the women about the foods, or tell them how to use corn meal, dried eggs, skim milk, dried beans, etc.

Here was a challenge for our home economists. State Home Demonstration Leader Doris Steele started the ball rolling. She asked Andre Pitonyak of the Vermont Purchasing Division (in charge of the donated foods program in our State) if they would like extension to put on an information program.

Mr. Pitonyak replied that anything we could do would be highly appreciated and he assured full cooperation.

Special Publication

Our next step was a meeting with representatives of the organizations concerned with the program. We then decided to issue a brieflet con-



Anna Wilson, extension nutritionist, shows commodity products on the Vermont extension TV program, *Across the Fence*.

taining information on the nutritional value of the commodities and listing recipes.

In May a 24-page publication was ready for distribution. It was written by Nutrition Specialist Anna Wilson in cooperation with members of the Vermont Department of Health, home demonstration agents, and other home economists.

The booklet, edited by our office of information, was printed and distributed by the Vermont Purchasing Division. They sent copies in bulk to the overseers of the poor, who handle local distribution of the commodities. The booklet was also available from home demonstration agents and local TV and radio stations.

Mass Media Campaign

The first week of April we launched our TV-press-radio campaign. Mrs. Steele and Mr. Pitonyak were interviewed on extension's daily farm and home television program, *Across the Fence*. They explained the donated food program in our State and also told the viewers about the brieflet.

We followed with a series of TV programs. We showed our viewers various uses of dried eggs, corn meal, rice, peanut butter, and other commodities. All recipes were taken

from the brieflet, which was offered on each show to the viewers.

The theme of the TV programs, which lasted over 2 months, was Low-Cost Meals. This approach, we thought, would interest all homemakers, whatever their status. As Miss Wilson explained it, these foods are staple items found in most homes. However, with all the conveniences these days, many women do not use corn meal, make bread, nor try out new recipes for rice.

Through April and May we also supplied radio stations and newspapers with information on these commodities. The women's editor of Vermont's most powerful radio station became so interested that she did several feature stories on her own program about the brieflet and how the commodities were distributed in Vermont.

Rewarding Reactions

The women showed their appreciation for the information by mail. One said she never before knew what to do with dried eggs. Another felt that the brieflet gave her a better chance to use the commodities and give her family new dishes.

Following a field trip, our nutritionist reported that women are accepting dried eggs for the first time. More than one letter has said that women had no recipes for using powdered eggs, etc., and wanted to know how they could be used. Our brieflet gives directions and recipes.

The overseers were cooperative and interested. One, explaining the need for information, said his own wife would not know what to do with some of these foods. Another, working with one of our home demonstration agents, discussed the brieflet and offered to hand out copies to each woman receiving the commodities.

In summing up the campaign, Mrs. Steele said, "This program has been an excellent example of coordination of several State and community organizations in solving an immediate problem of the people. Thanks to fast action and 100 percent cooperation from key State agencies, the Vermont Extension Service was able to reach thousands of homes and to help homemakers when they needed information."

“Investment Keys” for Effective Planning

by GALE L. VANDEBERG, Professor of Extension Education and Assistant Director of Extension, Wisconsin, and OSCAR W. NORBY, Coordinator of Extension Program Planning, Kansas

TIME is not spent in program planning; it is invested.

Waupaca County, Wis., extension agents agree on this after taking part in a recent study under direction from the National Agricultural Extension Center for Advanced Study. The agents, their planning committees, and their long-time planning procedure were studied as part of an Experiment Station project.

County Agent Joe Walker commented during the process, “For the first time, principles of program planning have been made meaningful to me.” All three agents agreed the “keys” to effective planning are now available to all extension agents. They can be attained by developing an understanding of just eight principles of program planning.

Under the guidance of their supervisors and the State training staff, Waupaca agents invested enough time, prior to the planning process, to master the 16 conditions set forth within the eight principles.

“Basically,” says Home Agent Kathryn Tubbs, “any group of agents can develop a sound procedure—can ensure success, if they will bring about these 16 conditions. Lots of variations in procedures could be used, but the conditions are the real ‘keys.’”

Planning Principles

The principles, in various forms, were given to extension graduate students from many States to analyze, support, criticize, rewrite, and adjust based on research and writings in social science fields and on experiences in extension work. Evidence indicates that they are practical and important in helping

agents develop successful planning procedures.

The eight principles and the conditions within them follow, along with a brief statement of procedures used in Waupaca County to bring about these conditions.

Coordination and efficiency of the staff's efforts in program planning are enhanced when they have common insight into the process and common agreement on the objectives, procedures, and individual responsibilities for program planning.

Waupaca County agents studied program planning at summer school. Then a series of conferences was held with State staff to develop understanding and insight. County staff conferences were held to develop and agree on an outline of the objectives, procedure, and individual responsibilities for the total planning process.

The efficiency and effectiveness of the planning process are enhanced when there is a systematic overall design for committee structure and functioning and preplanning by the staff for each step in the process.

A countywide committee of 28 was established as an on-going committee with specified tenure. Four subcommittees and four temporary trade-area committees were established.

Committee officers were elected to conduct the business and a system of county and community meetings was established. Planning sessions by agents and officers were arranged prior to each major step in the process.

County program planning efforts are enhanced when the representatives of the county extension sponsoring agency un-

derstand and approve the process and its purposes and are involved in it from the beginning.

Waupaca agents met with the county extension sponsoring agency to explain the purpose and importance of long-time planning and to gain their support. Sponsoring agency members and the agents jointly identified program planning committee members and the agency chairman officially notified planning committee members of their appointment.

Agency officials took part in some of the planning meetings. The agency also sponsored a recognition banquet for the committee and paid for printing of the long-time program plan.

The effectiveness of the program planning committee is enhanced when favorable attitudes toward the committee's activities are present among members of existing extension planning groups and county representatives of related agencies, and when their knowledge and suggestions are involved in the planning process.

The agents explained program planning to representatives of related agencies, county 4-H and home economics councils, and agricultural organizations.

Representatives of related agencies helped identify committee members, provided background information, and acted as resource persons to the planning committee.

The acceptance and the effectiveness of the efforts of the program planning committee are enhanced when, in the planning process, there is intensive involvement of local people who can represent the people of the county, along with the county staff and selected resource people.

The countywide planning committee was involved in several county meetings, conducted community meetings, and did an individual study of county data. One hundred seven other local persons were involved on community subcommittees.

The agents and selected representatives of related agencies served as

(See Planning Keys, page 150)



EXTENSION SUPERVISORS

cope with current difficulties

by DR. MARDEN BROADBENT,
District Director, and CLEON M.
KOTTER, Editor, Utah

Editor's Note: The following is the second in a series of articles on extension supervisors written by Dr. Broadbent and Mr. Kotter.

You, a county extension worker, may some day awaken to realize that you are a supervisor. Naturally, you will want to be among the best. So let's consider what makes a good supervisor.

A good extension supervisor is more than a "middle man." He is a key person who knits together the whole organization of administration and county workers.

But he has problems. He may feel he is simply a buffer between the administration and county workers. Even then, being a buffer is not so bad as being a supervisor without any real status.

To be a key person the supervisor must have behind him administrative confidence coupled with a willingness to delegate authority along with

responsibility. Mutual understanding of the responsibilities associated with the position is also required. And equally important are self-confidence and competence to assume responsibility, awareness of one's own shortcomings, and aggressiveness toward professional improvement.

Lester R. Bittel agrees with these requirements in his writings: "What Every Supervisor Should Know" (McGraw-Hill Book Co., Inc., New York, 1959). He also says, "Most companies truly want supervisors to be full-time managers who think, feel, and act. . ."

To be able to "think, feel, and act" a supervisor must understand his areas of responsibility. He must have the authority to carry out his responsibilities, the right to make decisions, and the freedom to take action or require performance.

Today the conscientious extension supervisor is asking these important questions:

What exactly are my responsibilities? How well are these understood—by myself, my administrator, my colleagues? What areas give greatest difficulty to most supervisors? To me? What training do I need to overcome these difficulties?

There are no pat answers. They vary with the organizational pattern of the institution and its divisions, and also with the amount of authority delegated.

Supervisory Areas

Supervisors and administrators in 25 southern and western State extension services agreed on a list of 32 areas of responsibility now considered essential parts of the extension supervisor's job. In order of difficulty each presented, these areas are in part:

Evaluating and helping county workers to evaluate county programs and results.

Helping county workers plan and conduct extension studies.

Helping county workers inventory existing conditions, visualize problems, analyze resources, and interpret the facts for use in program development.

Appraising county personnel and helping county workers to appraise themselves.

Recruiting, selecting, and placing county workers.

Helping county workers establish realistic objectives for the overall program and specific projects.

Helping county workers identify, select, train, and develop local leadership.

Helping county workers interpret and use extension study results.

Notice that experienced supervisors generally encounter greatest difficulty in evaluating county programs, helping agents plan and conduct studies in the counties, and helping agents identify problems in program development.

Have you felt that these were areas of greatest difficulty? How about the other responsibilities? Would you list them in this order?

Meet Situations

Each supervisor will find different responsibilities difficult. Experience, training, and designated authority may all contribute to ability in meeting situations.

Thus, each supervisor would profit by determining and analyzing the responsibilities that give him difficulty, then developing a plan for increasing his competence in these areas. He would gain more from special training to help meet these pre-determined needs than from training conducted on the basis of sex or tenure in supervision.

Training and experience, however, are not Utopian answers to all difficulties. Let's face it—some problem areas just seem to persist.

Men and women supervisors with limited experience have difficulty coordinating or integrating agriculture, home economics, and youth work into a unified county program. Men supervisors, regardless of tenure, seem to have difficulty determining the real training needs and conducting training programs for county personnel. And all supervisors, regardless of sex or tenure, seem to have difficulty with some phases of programming, appraisal, and evaluation.

But let's also remember, problems and difficulties are the doorknobs of opportunity. Enthusiastic extension supervisors are grasping them and opening the way to even greater service and personal development.



Quick response halts insect invasion

by CEDRIC d'EASUM, Assistant Editor, Idaho

LATE in July last year, a Jerome resident took a reddish insect that looked like a ladybug to Minidoka County Agent Bill Priest for identification. The discovery set in motion a combined city and country effort determined to protect a major industry.

The county agent believed the insect was a Mexican bean beetle, plague of the commercial bean crop. Jerome County and adjoining areas of Idaho's Magic Valley grow thousands of acres of field beans. For years the district had escaped the insect that had ruined crops in other States. Now it was on the doorstep.

Call to Action

Identification was confirmed by USDA researchers. The State commissioner of agriculture immediately declared the Jerome vicinity an emer-

gency area and authorized the spraying and destruction of infested bean plants.

An intensive survey was begun the next day. Entomologists combed gardens in Jerome. Beetles were found in more than half the city.

Hugh Manis, University of Idaho entomologist, worked out a program in cooperation with the commissioner and USDA officials. They decided to spray infested beans and beans within three blocks of infestation with malathion, under direction of field men of the department of agriculture.

Step two was to pull the bean plants and burn them 24 to 36 hours after spraying. Then the ground covered by the infested bean plants was sprayed again. Finally, gardeners were advised not to grow beans on that ground for at least two seasons.

Spraying began the day the plans were announced. Residents cooperated eagerly. All steps to the plans were carried out.

The Mexican bean beetle did not spread to commercial fields.

Cooperation Pays

Agent Priest said, "The most gratifying thing was the splendid cooperation of everybody. The garden owners, the produce handlers, the fieldmen, city and county officials, the bean commission, the State and federal departments of agriculture, and the university all simply saw a job that needed doing and did it."

Periodic checks will continue in infested areas. Further control will depend on developments. As far as the 1960 season was concerned, the invasion was thrown back before it got started.

Community Action stops rabies outbreak

by GEORGE D. PETERSON, JR., Imperial County Director, California

How are we going to stop rabies? This question was uppermost in the minds of Imperial County, California, health officials in the fall and early winter of 1959-60 as the county's worst rabies epidemic broke out.

That winter and again last winter, Extension played a key role in beating down the threat of this disease.

No one knows the exact number of animals that died of rabies during the epidemic, but it is conceivably in the thousands. Hundreds of people reported being bitten by animals.

In the first week of December the public was alerted by radio, TV, and news releases to the danger of rabies.

The county health officer called a meeting of community leaders, both rural and urban. This resulted in

the Imperial County Citizens' Action Committee for Rabies Control. Because extension workers and their knowledge of the county are well known, the county director was asked to serve as chairman.

Coordinated Program

Formation of the Citizen's Action Committee for Rabies Control marked the beginning of an all-out effort to spark public awareness of the seriousness of the rabies outbreak and to control the epidemic. Extension, cooperating with the committee, organized a program of public education which helped rouse public cooperation.

The Citizens' Action Committee prepared and published 25,000 fact sheets on the epidemic. These were

mailed to every home, office, and business establishment in the county.

Voluntary donations defrayed the costs of printing and mailing these bulletins. Preparation, printing, and mailing were carried out by the extension staff and volunteers.

Films on rabies and its control, furnished by the California Department of Public Health and the U. S. Public Health Service, were shown by the extension staff to community, civic, and private groups. The films were also shown on the two local TV channels and at schools.

Other public educational efforts involved daily news releases, weekly TV programs, and weekly radio programs. In addition, the farm and home advisors gave many talks to community groups.

Community response to this tremendous educational program was (See *Community Action*, page 146)

The Greatest Show of Earth

by J. JOSEPH BROWN, *Herkimer County Agricultural Agent, New York*

PROSPECTS of attending the annual meeting of the National Association of County Agricultural Agents in Boston in 1957 were indeed pleasant. My wife and I looked forward to this because these annual affairs were interesting and inspirational experiences and because we would have the opportunity to visit some of our nation's historic shrines.

We did not realize that at this meeting something would happen that has made great changes in our lives, in our county extension program, and even in extension activities in other counties.

At this annual meeting our interest in the Seattle meeting the next year was aroused by vivid descriptions of proposed activities and the beauty to be seen in the Pacific Northwest. We decided to make the Seattle meeting our "vacation of a lifetime."

Awakened Interest

Early in 1958, I had an inspiration to make a colored slide record of principal features across our country as seen from a plane. The county committee authorized purchase of the film which I would use to get pictures of the trip to show at the annual fall meeting of our department.

I purchased a commercial booklet which described in simple language and tables, recommended procedures for taking amateur pictures or movies from airplanes. I then had my 1946 model 35 mm. camera overhauled and equipped with a skylight filter.

Then we carefully studied airline schedules and developed an itinerary with a minimum duplication of routes on the return journey and so that the most interesting places could be seen in daylight hours.

So on August 30 we flew across the United States. We had a brief

thunderstorm west of Buffalo, N. Y., slight haze over Michigan, and some cloudiness over northern Wisconsin and the Red River Valley. Brilliant, clear skies were our good fortune all the way to dusk at Spokane.

I snapped pictures of the rapidly expanding suburbs of Detroit and Minneapolis, the lake-studded farmland of Michigan, the predominantly dark green alfalfa fields of eastern Wisconsin's dairyland, the northern extension of the cornbelt in south central Minnesota, the mighty Mississippi and Missouri Rivers, the geometrically fallow-stripped spring wheat areas of North Dakota and Montana, and the awesomely vast, lonesome range areas. Whole States and widely different agricultural areas literally paraded 2 to 3 miles below our plane.

As the huge airliner thundered into the spectacular sunset, the twinkle of lights from hamlets and farms in Idaho's already darkened mountain valleys began to appear. Then just before dark we looked down on the unique outline of Coeur d' Alene Lake, Idaho.

It was over Wisconsin's fertile fields I recalled that during the past years several of our leading farmers agreed they would be interested in a tour to Wisconsin. Then and there the idea developed that flying would be the most practical method of traveling to and from this State.

Halfway over Montana I was inspired to think that I had just seen the greatest show—the greatest entertainment of my life. That was



Author looks over collection of information on agriculture sent by State extension services across the country.

when I decided to call my slide show—The Greatest Show of Earth.

At the Seattle meeting I visited with agents from States we had flown over and learned more about the agriculture of these areas firsthand.

Adding Information

Back home I decided to get some slides of farmland in our own county from the air to compare with other sections. A local farmer cooperater volunteered to fly me around in his small plane and I took over 40 pictures in the central portion of Herkimer County.

In order to develop my slide narrative, I needed more factual information. So I wrote to the directors of extension in all the States we flew over asking that they ask appropriate specialists to send bulletins or other material on the agronomic, farm management, public affairs, etc., aspects of the areas we flew over. The response was 100 percent and most appreciated. Literally a bushel of printed and mimeo material came from the state colleges of Washington, Oregon, Idaho, Montana, North and South Dakota, Minnesota, Wisconsin, Illinois, and Michigan.

This material helped me accompany properly selected slides with a discussion of the agriculture shown and the economic and other changes going on. Besides extension sponsored meetings, these have been shown to schools, service clubs,

(See *Greatest Show*, page 148)

Labor Union Cooperation

School for Skillful Spending

by MRS. EMILIE T. HALL, *Home Economics Editor, New York*

IN Utica, N. Y., last year 31 men and women spent an evening a week for 7 weeks at a consumer education school sponsored by the Community Services Committee of the Greater Utica Federation of Labor.

The purpose of the school can perhaps best be summarized by the following statement in an AFL-CIO leaflet on consumer education.

"It is virtually impossible to estimate the amount of money American workers could save through wise buying. It is safe to assume however, that many of the hard-won gains at the collective bargaining table are being lost or dissipated when the American worker takes out his wallet.

"Over the years, trade unionists have learned how to fight for and win the dollars they deserve for their labor. In today's complex society union members, as well as the general public, need to learn how to use their dollars to provide better lives for themselves and their families.

"The battle for a living wage makes even greater sense when dollars earned do not become dollars wasted."

The Utica school was a trial run for union-sponsored consumer education programs in many additional cities later. It was so successful that a similar course was scheduled by popular demand this past winter.

Agency Cooperation

Faculty for the school was drawn from the Better Business Bureau, the district Food and Drug Administration, Oneida County Health Department, Legal Aid Society, Board of Adult Education and Vocational Education Division, Farm Bureau, Utica College, Mohawk Valley Technical Institute, and the New York State Colleges of Agriculture and Home Economics.

The Oneida County Extension Service was prominent among the agencies which cooperated in the project.

Included in the curriculum for the Utica school were discussions of family finances in terms of setting goals, and ways to stretch the food dollar while providing good, nutritious meals. The discussions of buying were extended to include clothing, furniture, appliances, automobiles, and homes and their maintenance. One meeting centered on borrowing money; sources and characteristics of credit; and a discussion of small loan companies, commercial banks, and credit unions.

For her lecture on clothing buying, a specialist from the College of Home Economics used samples of fabrics and readymade garments. The discussion of furniture buying was illustrated by the use of chair frames to show different kinds of construction.

Local lawyers and representatives from the unions conducted classes on legal assistance available to consumers. Local insurance agencies cooperated in presenting information.

Student Opinions

Extension workers will be particularly interested in the results of a questionnaire distributed at the last session. This showed the following order of preference-interest-satisfaction with subjects presented: furniture, clothing, buying techniques (foods), health and accident insurance, buying techniques (general), life insurance, legal assistance, automobiles, financing education, small loan companies, commercial banks, fund-charity drives, home buying, credit unions, and appliances.

Asked what subjects they would like covered more fully, "students" listed the following in order of preference: legal advice, buying techniques, furniture, insurance, men's clothing, home buying, appliances, automobiles, health insurance, borrowing, credit unions, financing education, and "gyp" advertising.

A union member termed the consumer education course, "A wonderful experience. While all sessions were interesting, the most effective and useful ones were those on foods, clothing, and buying techniques presented by the (Oneida County) home demonstration department. The demonstrations and explanations will be useful every day of my life."

Another union member declared, "Most sessions in the consumer education course were good and in many cases 'eye opening.' The 'meat' of the course was the sessions on buying techniques handled by the (New York State) Extension Service staff. More time should be allowed for this in the next course. I'm label conscious now. No more impulse buying for me."

Guides for Extension

On the heels of the AFL-CIO experiment came the report of a survey of union representatives completed by the staff of the New York office of Food Marketing Information for Consumers. This survey was planned to explore consumer education activities and food information needs and wants of selected labor unions.

One finding was that the Community Service Activities program and the labor press loom large as sources of consumer education for union members.

Union representatives contacted in the survey listed two main food interests of members: (1) getting their money's worth—or saving on the food dollar; and (2) choosing nutritious foods for good health. Some of the representatives related nutrition problems to poor lunches eaten on the job and restrictive cultural practices.

The representatives indicated that members would be interested in food prices and recipes, cost related to convenience, food legislation to protect consumer interests, and ways of judging food quality. Less interest was evidenced in seasons and current supplies and very little in understanding the marketing system or farmers' problems.

The labor representatives favored the labor press as the most effective way to reach large numbers of members. They stressed the need for simply but vividly written copy—pegged to members' needs.

Opportunities To Reach New Groups

by LEE McGOOGAN, Information Specialist, and MRS. EVELYN S. WHITEHOUSE, Assistant Home Demonstration Agent Leader, Maryland

FLEXIBILITY and imagination are important assets for today's home demonstration agent. Likewise she needs the ability to develop certain understanding among leaders. Both agents and leaders need to re-examine their concepts of traditional extension methods and their leadership roles.

The home demonstration agent needs flexible programs to meet the varied needs and interests of a rapidly changing population. She also needs imagination to explore audiences and methods for reaching them. It is important to accept the responsibility of developing programs for farm, rural nonfarm, and urban audiences.

Discovering an Audience

In a strictly urban situation, Home Agents Margaret Holloway and Mrs. Martha Ross Andrews identified a new audience of working women right at their own front door.

Last year the agents moved into a new office building in Baltimore City. Approximately 2,000 women are employed in this building. The agents took steps to identify the extension program in Baltimore City with this group and make them aware of the educational program and its benefits.

During National Home Demonstration Week, the agents and leaders in Baltimore City arranged an exhibit in the lobby of the State office building. It was truly a "spring panorama of modern homemaking" built around the theme, 'Today's Homemaker Has Horizons Unlimited.'

Maryland Governor J. Millard Tawes cut the ribbon to open the exhibits in observance of the week.

He commented with pride and satisfaction on the use of the lobby for this educational exhibit.

Dr. Paul E. Nystrom, Director of Maryland Extension Service, also attended the ceremonies. His remarks pointed to the exhibits which "showed the breadth, depth, and scope of today's homemakers' interests." Later in the week the mayor of Baltimore also visited.

One of the exhibits featured Alaska, Baltimore City's study area in their international relations program. Developing the theme Today's Homemaker Has Far Reaching Interests proved mentally stimulating and informative.

A clothing exhibit showed that—Today's Homemaker Sews with a Flair. Mrs. Robert Johnson, citywide clothing chairman, exhibited a basic wardrobe which she had made as a result of her work in the clothing program.

Other exhibits showed a wide range of interests. Appreciation of the art of homemaking was demonstrated through table settings and decorating with color and design.

Exploiting an Entree

A feature of the clothing accessory phase threw the spotlight on hats—designed and created by homemakers. This exhibit of hats opened employees' eyes and minds to the extension program.

It proved to be one entree to this new audience.



Models are ready for the hat fashion show at the State office building cafeteria in Baltimore. Agents used this project as an entree with a new audience.

Advance notice was sent through a letter to all heads of departments announcing that hat-making would be taught. Bulletin board announcements were prepared and as a result, 45 women enrolled and attended workshops over a 3-week period. Trained leaders and agents gave instructions on hat selection and construction after employees' work hours.

At the end of the classes, agents and homemaker club leaders and participants staged a hat fashion show. Individuals modeled their creations during lunch hour at the State office cafeteria. Miss Holloway identified the program as that of the Maryland Extension Service.

This effort to reach the 2,000 women working in the three State buildings is the first extension contact for the majority of these persons.

As a result of this venture, this new audience has become aware of what extension programs have to offer. The 1961 plan includes special programs in basic home economics information for this audience.

Through this get-acquainted enterprise, State office agencies are finding ways to work cooperatively. The State Health Department, the extension nutrition specialist, and the local home demonstration agents are working together to organize weight control groups in the building.

It's a short ride on highway 40 from Baltimore City to Frederick

(See *New Groups*, page 150)

Refinishing Furniture

Stretches Tight Budgets

by **MRS. ESTHER B. ROSCOE**, *Negro Home Economics Agent, Vance County, North Carolina*

WHY can't we learn how and re-finish our furniture?" This was a big question at the Vance County program meeting in October 1959. Our answer was to arrange a house furnishings project.

Those who helped plan the home economics program in the county recognized that wholesome pride in the home and its surroundings can lead to greater personal and family contentment and better family living. And they realized that a sound house furnishings program must be based on an understanding of the needs of individual families and their income.

In our county the average per capita income is \$460. It is important for the homemaker to stretch family dollars.

It is necessary to make the best use of materials at hand and know how to care for repaired house furnishings. This perhaps explains the appeal of house furnishings projects in Vance County.

To begin with, the group established two goals and two projects for their house furnishings program.

The first goal was development of leaders. Secondly, we intended that homes have nice furniture regardless of family income.

Refinishing furniture and making new furniture from old were the two projects.

Assistance with Workshops

An antique dealer helped with a small workshop for our National Home Demonstration Week Exhibit. The exhibit created even more interest in our proposed house furnishings project.

Slides on making new furniture from old, loaned by the house furnishings specialist, were shown to home demonstration club women and

community development groups of the county.

Specialists helped plan a 2-day workshop. Women were invited to bring pieces of furniture to be refinished or restyled.

The agricultural and home economics agents worked together in this project. The local industrial arts teacher and two vocational agricultural teachers assisted.

On the second day we discussed stains and sealers.

The specialist, who was conducting a class on New Furniture From Old at the Annual Farmers and Homemakers Conference, selected some pieces to be exhibited there. Twenty-six pieces were displayed for 3 days at the conference.

The furniture was also put on display during the summer in the window of one of the local electric products dealers.

This has been one of the most successful projects in Vance County. Families have grown more confident in the area of house furnishings.

Four result demonstrations were conducted to supplement the workshops—two each on bedroom furniture and living room furniture. Some of the ladies asked for more help on other furniture.

The project has helped develop one or two leaders in each community trained to carry on the work with help from the agent.

Leaders have reported they are teaching others how to refinish furniture. They scheduled several workshops for early 1961.

The amount saved in dollars and cents by making the best possible use of available materials would probably be a pleasant surprise. But even greater returns are family satisfaction and pride in homes, surroundings, and family cooperation.

COMMUNITY ACTION

(From page 142)

immediate, dramatic, and wholly effective. By mid-January reported animal bites and dogs submitted to health officials for examination had slowed considerably.

An important aftermath of the rabies outbreak was a new rabies control ordinance. The county extension director was asked to assist in drafting this measure.

A permanent Rabies Control Council—first in California—was set up under the new ordinance. At its first meeting, the council asked the county director of extension to form a permanent Citizens' Action Committee. A rabies quarantine, required by the new ordinance, was declared in effect January 16, 1961.

The foresight of county officials in drawing up the new ordinance was dramatically illustrated when rabies struck again. Rabid dogs had sifted into Imperial County from surrounding areas.

A hard-driving campaign against rabies, stirred by the death of the first human victim in Imperial County in 34 years, was launched by the Citizens' Action Committee. The committee spread the word in English and Spanish by posters, brochures, newspapers, radio, and TV. Banks, barbershops, beauty parlors, farm organization offices, and schools received committee posters and brochures.

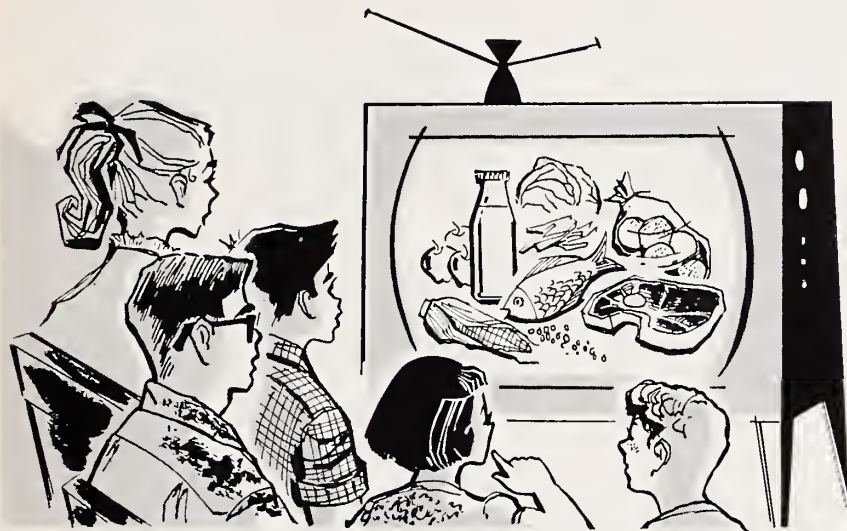
This last rabies outbreak was rapidly controlled.

Leadership Recognized

The measures taken by Imperial County to control the 1959-60 and 1960-61 rabies disease outbreaks represent what can be accomplished by a community threatened with a serious health problem. Joint efforts of individuals, private and public organizations, and government agencies brought about swift, effective control of a serious situation.

The county extension service was recognized as a leading community organization at the outset and asked to spearhead the educational program. Extension was trained and equipped to do a countywide job of organizing the campaign.

For Better Teen-age Nutrition



by **MRS. MARGARET McKINSTRY**,
Associate State 4-H Club Leader, Wyoming

IN May 1959 our extension nutritionist handed me a booklet entitled *Improving Teen-age Nutrition* and said, "Let's do something about teen-age nutrition!"

The result was a series of television shows presented during March and April 1960 in Cheyenne, Wyo.

In October, as home demonstration agent, I wrote all the 4-H clubs in Laramie County about the condition of teen-age nutrition in the United States. I hoped to present a series on television and invited them to a meeting to discuss teen-age nutrition.

Preliminary Events

At the meeting we discussed a tentative TV series—one I had worked out, subject matter wise, at Michigan State University in the summer. I also explained how to structure a TV show, the importance of talking people's language on the show, and animal experiments. Those present were asked to talk with their parents about running preliminary animal experiments.

Early plans included the Home Demonstration Council sponsoring a Teen-age Snack Contest. Contestants

were to plan a teen-age snack shelf. This tied in with one of the TV shows which was to be on snacks. We also conducted a breakfast survey among 4-H parents to find out why and how some parents are successful in getting teen-agers to eat breakfast. This, too, supplied material for a TV show on breakfasts.

At our second county meeting on teen-age nutrition a group of 4-H members volunteered to conduct animal experiments. The Research Nutrition department of the University of Wyoming provided us with cages, synthetic diets, directions, and white rats.

The project publicity chairman used the daily reports the 4-H members had kept for newspaper articles and Wyoming Stockman Farmer articles. Radio and newspaper coverage was planned before and during the series.

Project Goals

Before starting the project we had in mind several objectives for the TV audience (both adult and youth). In general we wanted the audience

to become aware of the essentials for good nutrition.

Specific aims were for the audience to learn about: the basic four food groups, the effect of diet on growth and development, the importance and sources of vitamins and minerals, food additives and the labeling law, how snacks can contribute to daily food needs, and breakfast (the importance of a good one and just what a good one is).

When we took some experimental animals to the TV studio, we were immediately offered time on two programs—a homemakers' show and a children's show.

Show Arrangements

The hostess of the regular program opened each show. I planned the programs and presented the participants.

Each show was structured to have the most important point emphasized at the 12th-13th minute; the second most important point came at the 2nd-3rd minute of the show.

We drew from several resources to put on our nutrition programs. In different cases I was supported by University of Wyoming specialists, research workers, 4-H club members, and homemakers.

Program Planning

Subjects for the television series included: calcium, Vitamin A, Vitamins B₁ and B₂, food additives, Vitamin C, teen-age snacks, breakfasts, and "gifts of good nutrition."

We planned to "talk the audience's language." Before beginning the actual TV series, 4-H members and I discussed what teen-agers want—"energy to do the things we want to do," "good looks," "to be one of the gang." This was the type of language used.

Planning was deliberate throughout the program planning. All those involved in the program were included in the planning. People who liked to be on television shows were chosen for that job.

We feel that this planning and aiming directly for our audience made possible the success of our program. Our record of write-in requests—1,100—proves to us that this was worthwhile.

Evaluation Plan

Weighs 4-H Programs

by L. L. PESSON, Associate State Club Agent, Louisiana

How am I doing? What can I do to increase the effectiveness of my program?

Agents want the answers to these questions. Supervisors and specialists are responsible for giving them answers. But in order to do this, they must have some method of evaluation.

Louisiana has developed an evaluation system for 4-H programs in an attempt to meet these needs. The general idea for the plan was suggested by our director of extension. The general format was adapted from the FES county program evaluation plan. The plan in use is a result of a research project conducted by the author for his doctoral dissertation.

The Louisiana 4-H evaluation plan is titled, A Standard of Performance for Parish 4-H Programs in Louisiana. Its primary purpose is to identify areas of strength or weakness in a parish 4-H program.

The plan may be used as a supervisory tool to systematically review the performance of agents as a basis for assisting the agents in strengthening their 4-H programs. Or agents may use it to conduct a self-evaluation program. The plan focuses on performance rather than personal characteristics of the agents.

Evaluation Structure

The plan is structured into three units—program planning, program action, and program evaluation. Under each unit, major areas which are called "elements" are identified. Under each element, criteria are delineated. This forms the basis for evaluation.

In the plan there are 32 criteria, the standards by which the program is evaluated. Since all 32 are not of

equal importance, an overall rating for a program would be of little or no value. But, the important data which are identified show areas of strength and weakness within a program.

Information was collected from 15 parishes. These parish programs were evaluated as one phase of the study.

The second phase of the study was carried out by a sample of extension personnel in Louisiana. They rated each of the 32 criteria as to its importance. This procedure was intended to validate the criteria.

Practical Application

The plan is now used by the 4-H district program specialists. These extension program supervisors have two principal responsibilities—training agents doing 4-H work in program development and evaluating these programs.

Results so far indicate that the plan is practical and feasible.

For example, E. W. Gassie, associate district 4-H program specialist, conducted an evaluation in one parish. He outlined, in a written report to the staff, a summary of the results of the evaluation indicating strengths and weaknesses in the parish program. On this basis he made recommendations for the agents to consider in working to increase the effectiveness of their program.

Some highlights of his recommendations were that the agents:

Make a formal time study to best utilize their services.

Consider steps to strengthen their 4-H project teaching program through their own volunteer leaders' efforts.

Intensify leader training efforts.

Intensify their efforts in program development.

These recommendations were a result of systematic data gathering in making the evaluation ratings. Data were gathered from four sources. Statistics were collected on enrollment and participation. Interviews were conducted with the extension agents, selected 4-H leaders, and club members. Two 4-H clubs were observed in action. And existing program documents were reviewed.

Results Anticipated

The parish agents were involved in every stage of the data-gathering process. As a result, they were not surprised by the results. They were able to identify program strengths and weaknesses themselves.

Improvements in 4-H programs are not yet known since the evaluation plan is being used for the first time this year. Subsequent evaluations will reveal whether or not improvements have been brought about through the evaluations.

GREATEST SHOW

(From page 143)

church, Grange, and other organization meetings.

I firmly believe that this show has helped reaffirm our pride in the greatness, beauty, and majesty of our country. On many occasions I close the show by illustrating and narrating or singing God Bless America.

I believe that this show had a very important part in stimulating:

- Three chartered flights with 82 people to view agriculture of our own county.

- A tour of 46 people by chartered plane and bus to Wisconsin's dairyland.

- A trip by 22 farm leaders by regular air schedule to see government in action and research in Washington, D. C.

- Future trips, probably longer and more complex flights with landings and side trips in more than one State.

- Better understanding of the changing agriculture of our nation by many rural and urban people in our county.



Reorganization SPARKS 4-H CLUBS

by JOHN W. CARTER, Associate Lawrence County Agent, Arkansas

CONSERVATION—when Lawrence County reorganized its 4-H club program, leaders and members were asked what they wanted in club work. Conservation was one of their answers.

The change from school clubs to community clubs was made in 1959. New literature, developed by the State specialist staff and closer leader supervision, made possible by the community club system, allow members freedom and guidance to select projects, community service programs, and activities to fit individual needs. Conservation projects have become more popular as members, guided by local leaders, have more to say about their needs in the program.

Agents train project leaders at county meetings for different project groups and these leaders use the information to get action from their members.

Well-Rounded Training

Since many members were taking conservation projects, Lawrence County took advantage of an opportunity in 1959 to arrange a conservation leader training workshop. Adult project leaders and senior 4-H leaders for all phases of conservation attended. The meeting was an all-day affair with classes for different phases of conservation, a pot luck dinner, and a cook-out for the evening meal.

Specialists from the Game and Fish Commission helped with a program on the habits and identification of animals and fish for those in wildlife conservation projects. A specialist from the Federal Wildlife Service showed why and how to control rats and other destructive rodents.

Extension specialists worked with the leaders on forestry and soil conservation projects. In the field of forestry, tree identification, growing trees for profit, and uses of wood products were discussed. In the soils department, leaders and members were instructed in judging the capabilities of soil by considering the texture, depth, internal drainage, and degree of erosion. The importance of soil testing in soil management and fertilization was stressed.

Leaders trained at the workshop took the information home and went to work in their clubs. Lawrence County is still seeing the results.

One of the senior members attending was recognized that fall as State winner in State conservation projects. Two members have planted small pine forests. Two community service programs and a county soils judging activity have also developed from the workshop.

In 1959 when Lawrence County was selected as a pilot county for a special soils promotion program, the National Plant Food Institute provided money for use in promotional

activities. Part of this was set aside as a prize for a 4-H club soil sampling contest. This allowed the clubs to perform another useful community service by spreading the use of scientific practices in their community.

All 12 clubs worked hard at the job. Powhatan, Strawberry, and Flatwoods Clubs caused the most soil sampling to be done. Each member in each of the three clubs made sure that samples had been taken from his own farm or garden as well as many neighbors.

Scientific Emphasis

Over 400 samples were taken as a result of the 4-H club effort. This helped the county to send 2100 soil samples that year to the University Soils Laboratory. This was three times as many as had been sent ever before.

A survey that fall showed that $\frac{3}{4}$ of the people that sampled made some change because of the test and the change helped their crop yields. Fertilizer used that year went up 25 percent, lime 23 percent, and the county enjoyed record yields of cotton and corn. 4-H efforts helped make this possible.

Another community action coming from the workshop was a rat control effort.

Due to the influence of the conservation training, a county activity in land judging was added. Leaders trained at the conservation workshop instructed their members in land judging and these entered the county elimination contest. The top four individuals then made up the county team which was coached by an extension agent for entry in district and State competition. This resulted in the second place team in the State in 1959.

The livestock team, chosen by similar methods, was awarded a trip to the Kansas City American Royal Judging Contest as the 1959 State winner and was second in Arkansas in 1960.

Through reorganization of 4-H clubs, Lawrence County has kept abreast of changing needs. A system that allows members, under guidance of local leaders, to express their needs should cause changes to occur in the future when they are needed.

PLANNING KEYS

(From page 140)

resource persons to the program area subcommittees. State specialists furnished background information and procedural suggestions.

The quality and quantity of the contributions from program planning committee members increase when they are provided with special orientation and an opportunity to delve deeply into specific program areas.

County agents personally visited each committee member to ask them to serve on the planning committee and explain long-time planning to them.

The first and second county committee meetings were devoted primarily to orienting committee members. Subcommittees of the county program planning committee studied specific areas of the program.

The effectiveness of the planning committee in developing an appropriate program plan is enhanced when needs and interests of the people are identified; applicable scientific, social, and cultural facts are involved; and the available resources are considered.

Needs and interests of the people were the primary concern of each trade-area committee. Countywide committee members were supplied with factual material for study at meetings. Human and material resources for carrying out a program were brought into discussion with all committees.

The effectiveness of the efforts of the planning committee is enhanced when they result in a written program plan which groups problems on a priority basis and includes long-time objectives, and when the plan is made known to professional and lay leaders and is used by the staff as a basis for developing annual plans of work.

A booklet setting forth the long-time extension program plan for Waupaca County was published. Problems were listed on a priority basis for each program area. Program objectives for each area were included. The printed plan was distributed to news media and to

professional and lay leaders throughout the county. This plan is to be the guide for action plans of the county staff.

The researchers, through personal interviews with each committee member, found an overwhelmingly favorable response toward Extension and its efforts as a result of this experience.

A more comprehensive discussion of the eight principles and their importance is given in The Report of The Southern States Supervisory Conferences. The report, published in December 1960, may be purchased from the National Agricultural Extension Center for Advanced Study, University of Wisconsin, Madison, Wis.

NEW GROUPS

(From page 145)

County. There Home Demonstration Agents Beatrice Fehr and Adele Miller are adjusting themselves and their program to new audiences, different emphasis, and a variety of ways to accomplish goals.

Prior to the program planning meetings held with leaders of the organized groups, club presidents and project leaders interviewed both members and nonmembers regarding their homemaking problems. Homemakers said that their greatest problems were time and management. Because these had priority, Miss Fehr worked with the leaders to plan a concentrated program in these areas.

Specifically, they are studying ways to develop better decision-making ability, improve skills in housework—especially laundry and housecleaning, and plan better storage.

The first 5 months of the study program for the organized clubs is built around the theme, Living Better on Twenty-Four Hours A Day, with specific topics—Time to Decide, Time to Start, Time to Cook, Time to Clean, and Time to Iron.

Along with the programs in organized groups, Miss Fehr is using mass media to strengthen the program and give information to nonmembers. Her weekly news column carries subject matter information and offers material from the county office. Miss Fehr has presented three television shows on time and management and

selected topics which have been carried to a special audience of young farmers' wives.

Another member of the county staff, Frederica Russell, and local 4-H club leaders are joining the effort to improve 4-H members' time management practices. They're studying easier methods of housework and proper equipment for each job. As a followup of last year's study of laundry practices, they're studying professional pressing and ironing methods.

Program at a Glance

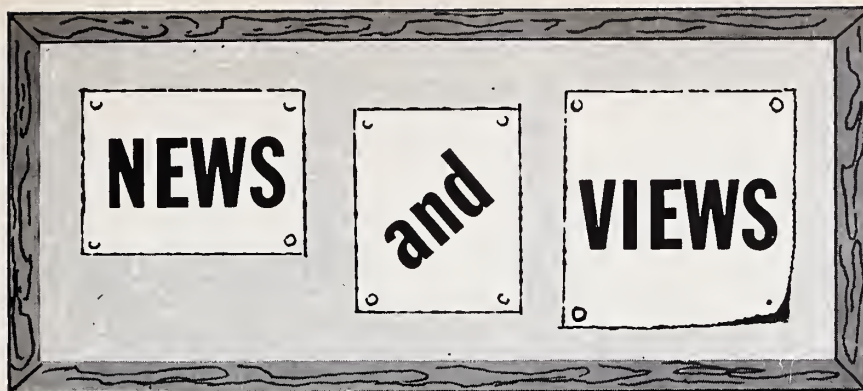
Montgomery County Home Demonstration Agent Mrs. Catherine Rhoads and her leaders have developed an effective way of informing agencies, groups, and interested individuals of the on-going home demonstration program. The yearly program is mimeographed in an attractive folder which points the way to better living. It is distributed to any caller who inquires about information available.

This year's program, developed around the theme, Help Yourself to Better Living, includes a block of subjects relating to use of time, energy, and money. Included are topics: Credit—Trick or Treat, Better Cleaning, and Better Ironing. To strengthen family living, activities are planned for all family members. In terms of achieving and maintaining good health, they include information on buying meat, weight control, canning and freezing vegetables, safety in the home, and Civil Defense.

No program in home demonstration work would be complete without emphasis on the homemaker herself—personality, grooming, and appearance. The Montgomery program provides demonstrations on better fitting garments, basic dressmaking techniques, and tailoring workshops.

In the "changing sixties" each extension agent needs to ask, "Is my mind set along traditional lines because this is the easiest way? Am I willing to stretch my imagination and research my audience? Are present methods getting results in reaching more people with helpful information?"

Flexibility and imagination—what an opportunity extension workers have to stretch their muscles, their minds, and their contacts.



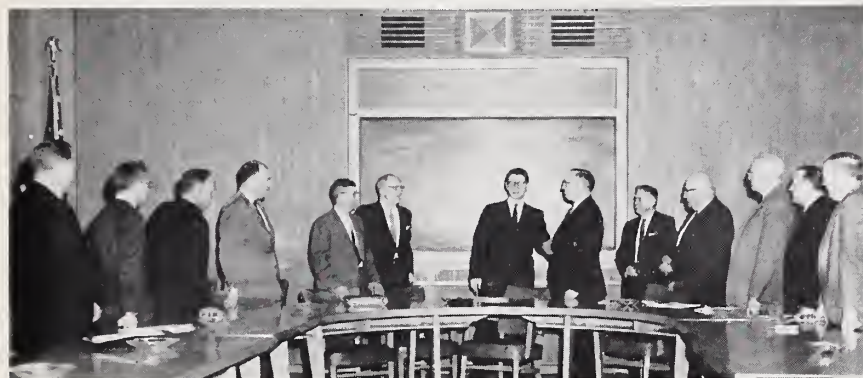
Monthly Revisions in Publications Inventory

The following new titles should be added to the Annual Inventory List of USDA Popular Publications. Bulletins that have been replaced should be discarded. Bulk supplies of publications may be obtained under the procedure set up by your publication distribution officer.

- F 1028 Strawberry Culture—Eastern United States—Revised 1961
- F 1957 Cauliflower and Broccoli—Varieties & Culture—Revised 1961
- F 2107 Defense Against Radioactive Fallout on the Farm—Revised 1961
- F 2154 Trout in Farm and Ranch Ponds—New
- F 2155 Using Crop Residues on Soils of the Humid Area—New
- F 2156 Safe Use and Storage of Flammable Liquids and Gases on the Farm—New (Replaces F 1678)
- F 2158 Chemical Control of Brush and Trees—New
- F 2159 Irrigating Tobacco—New
- F 2160 Growing Blackberries—New (Replaces F 1995)
- F 2165 Growing Raspberries—New (Replaces F 887)
- L 390 The House Fly—Revised 1961
- L 488 Cobalt Deficiency in Soils and Forages—How It Affects Cattle and Sheep—New
- L 439 Cherry Leaf-Spot and Its Control—New (Replaces F 1053)
- MB 13 Tips on Selecting Fruits and Vegetables—New (Replaces G 21)
- MB 16 How Do Your Hogs Grade?—New
- M 856 Food Costs, Retail Prices, Farm Prices, Marketing Spreads—New (Replaces M 708)
- F 2163 Your Farm Lease Checklist—New (Replaces F 1969 & M 627)
- G 46 Insects and Diseases of Vegetables in the Home Garden—(Revision 1961)
- L 278 Tomatoes on Your Table—Revision 1961
- L 491 Background on Our Nation's Agriculture—Revision 1961
- L 496 Field Bindweed and Its Control—New

The following publication is obsolete and all copies should be discarded.

- F 2086 Growing Pumpkins and Squashes



Officers and board members of the National Association of County Agricultural Agents met with U. S. Department of Agriculture officials while planning for the annual NACAA meeting in the fall. Left to right are: Carl E. Rose, Arkansas, NACAA past president; Roscoe N. Whipp, Maryland; E. N. Stephens, Florida; Joseph S. Thurston, Pennsylvania; B. H. Trierweiler, Wyoming, vice-president; Frank J. Welch, Assistant Secretary of Agriculture; Orville L. Freeman, Secretary of Agriculture; Howard Campbell, New York, president; Philip F. Aylesworth, Program Relationship Leader, Federal Extension Service; J. B. Turner, Illinois; George L. James, Colorado; R. W. Schroeder, Arkansas; R. H. McDougall, Pennsylvania, past president.

New Booklet Tells Soil Conservation Story

Help Keep Our Land Beautiful is the title of a new 16-page booklet printed by the Soil Conservation Society of America. This picture story, in color, of an American family touring the United States portrays vividly one family's concern about the treatment of man's basic resource—the soil.

On their trip, the Webster family sees the effects of floods and soil erosion. They become interested in what is being done about protecting the nation's natural resources. Through visits with sportsmen, farmers, ranchers, foresters, and soil con-

servationists, they obtain a complete story.

Help Keep Our Land Beautiful is the fifth in a series of educational booklets distributed by the Soil Conservation Society of America. Through the cooperation of soil conservation districts, business firms, industries, and others, more than 3½ million such booklets have been distributed.

In demand by schools, youth, and adult groups, the booklets are designed to tell the story of conservation needs to everyone. Single copies or large quantities may be purchased from the Soil Conservation Society of America, 838 Fifth Avenue, Des Moines 14, Iowa.

BEEF

is better than ever

BEEF is a better buy than ever before. Consumers are buying more beef today and are getting more for their money.

The average American eats more meat today than he used to. In 1935, per capita consumption of meat was 127 pounds. Last year, per capita consumption amounted to 161 pounds—including 85 pounds of beef.

With the American public eating more beef, consumers may wonder why beef prices aren't lower. Retail prices of beef include marketing costs, which have been rising gradually over the years. Part of the increase is due to the extra services, such as ready-to-cook meats, which today's busy housewife is demanding.

Lower Real Cost

Despite these built-in services, the real cost of beef—in terms of labor required to earn it—is lower than ever. In 1921, it took an average wage earner 32.3 minutes to earn enough money to buy a pound of beef. In 1951, it took 30.9 minutes. But in 1960, the average wage earner could buy a pound of beef with the money earned for 19.4 minutes of work.

The fact that beef is a good buy is not the only reason for its popular-



ity. Another is that beef will fit any occasion.

A meticulous host looking for a "prestige" meat, a backyard chef wanting to use his charcoal grill, or a thrifty housewife seeking an economical buy for a large family meal—all look to beef. With its wide variety of steaks, roasts, ground beef, and stew meat, beef fits every need.

Another reason for beef's popularity is its taste. Beef is first choice for many people because they like it.

But beef is more than a good tasting food. It is a rich source of high quality protein, phosphorus, iron, Thiamine, Riboflavin, Niacin, and Vitamin B¹².

Consumers are not only eating more beef today, they are also eating a better grade of beef. About 70 percent of all beef consumed is from the top three grades—Prime, Choice, and Good.

The "weight-conscious" public is showing a decided preference for juicy, tender, flavorful red meat with a minimum of fat. The cattle industry's ability to produce what the public wants is another reason for beef's continued growth in popularity.

Consumers want high-grade beef. And the cattle industry is providing it. They are furnishing a dependable

supply which is more uniform, tender, and wholesome than ever before. All segments of the industry have contributed to this accomplishment.

Adjusting to Change

Revolutionary changes in our food distribution system since World War II made an impact throughout the beef industry. As the supermarket chains took over the retail meat trade, the need arose for mass handling of a uniform product at competitive prices. The result was specification buying of beef by the chains and major reorganization of the packing industry.

The marketing emphasis on high-grade beef and the need for cattlemen to counteract rising production costs gave impetus to improved breeding, feeding, and management practices. Producers are feeding more cattle before they are slaughtered, raising more cattle to maturity, turning more and more to meat-type animals capable of finishing at an earlier age, performance testing, and adopting labor saving devices and systems.

Beef today is high quality. And scientists continue to uncover new developments which enable cattlemen to produce more tender, flavorful lean meat.

This all adds up to the fact that beef is good—and a good buy.

Are you telling America's greatest success story—the story of agriculture—to nonfarm groups in your area? This is No. 3 in a series of articles to give you ideas for talks, news articles, radio and TV programs, and exhibits.